

ABSTRACT

A system for distributing dynamically constructed customized media content via a network. Content is assembled to create a customized product for a database-
5 managed subscriber list both on-demand or at pre-defined intervals based upon collected information or a pre-defined content program. Content of future transmissions or their scheduling may be adjusted by the system based upon user-feedback provided interactively and on-line. Content is assembled by remotely callable daemon applications that can work in parallel to increase throughput and distribution from
10 different locations. These applications may be deployed across multiple servers distributed over a local or wide area network, and enable the server to transmit content on a regular schedule and to manage multiple conduits for media distribution. The system can schedule and reschedule a single or a series of deliveries over a period of time, and also includes the ability to reschedule, resend, or recreate content,
15 reassembling it as needed.